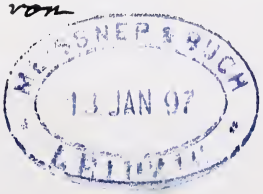
A COLLECTION OF WELL-KNOWN POSTERS TOGETHER WITH SOME PORTRAITS OF THE ARTISTS

POSTERS IN MINIATURE

With an introduction by Edward Penfield

Herrn Ewald Thiel

von



No. 1102.

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By ROBERT HOWARD RUSSELL

PRINTED IN THE UNITED STATES

INTRODUCTION.

WITHIN the past few years the word Poster has been growing in significance, until now we look upon it as describing a decoration, thoroughly fin de siècle, and perhaps pleasing.

A poster should tell its story at once—a design that needs study is not a poster, no matter how well it is executed.

A poster has to play to the public over the variety stage, so to speak—to come on with a personality of its own and to remain but a few moments. We are a bit tired of the very serious nowadays, and a little frivolity is refreshing; and yet frivolity to be successful must be most thoroughly studied. I think it was one of the Beggarstaff Brothers who said: "Our designs may not look as if much time was spent upon them, but I can assure you that it has taken all the artistic knowledge we possess to bring them to the simple state in which you see them."

Some posters, consisting of but a few lines and containing but a few broad masses of color, require a dozen drawings before simplicity and harmony of color are obtained.

A poster, to be effective, must have the same qualities that a good painting possesses—color, simplicity and composition—but must be expressed in a different manner.

The strong appeal that the modern poster has made to our sense of color and composition has brought to light the poster collector, and it is for him that this little book has been prepared. Some of the best examples of the work of masters of the poster-art in France, England, Germany and America are presented, and to them are added numerous designs by men of more or less ability.

Besides the posters, there is the most complete set of portraits of poster designers that has yet appeared.

EDWARD PENFIELD.

Foreword.

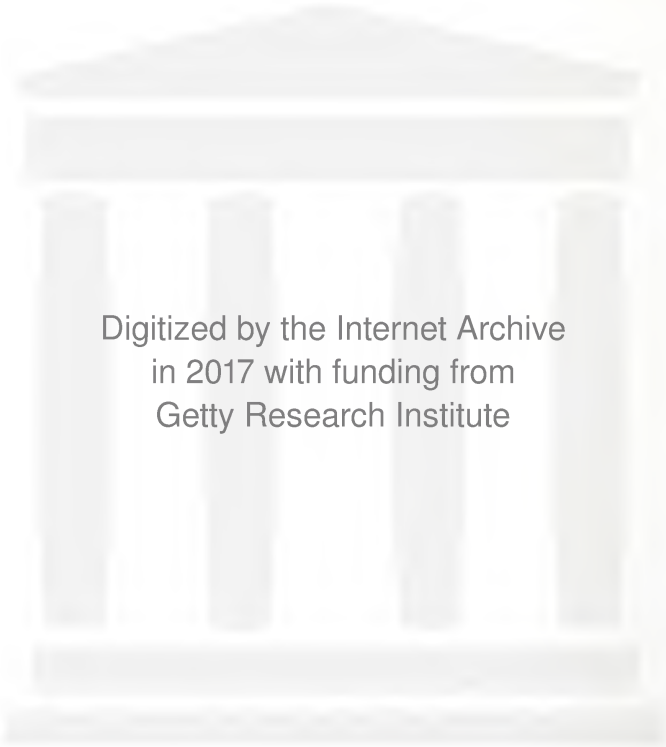
WITH the surprising growth of the appreciation, the designing and the collecting of artistic posters there has naturally arisen a need for some handy volume that shall furnish the amateur with an instructive pictorial survey of the field of posterdom.

It is to fill this need that the present volume is designed.

Especially useful are the following pages in showing the progress made in American art in this sort, and to it contrasting the work of the Frenchmen and Englishmen similarly engaged. Interesting, too, are the portraits of some of the artists themselves, a very natural curiosity attaching to the personalities of men whose names are constantly on the lips of all poster enthusiasts.

As for that enthusiasm itself,—art, we know, is long, and this especial branch promises to outlive the sneers of those unable to see the lasting qualities of everything that makes for beauty.

PERCIVAL POLLARD.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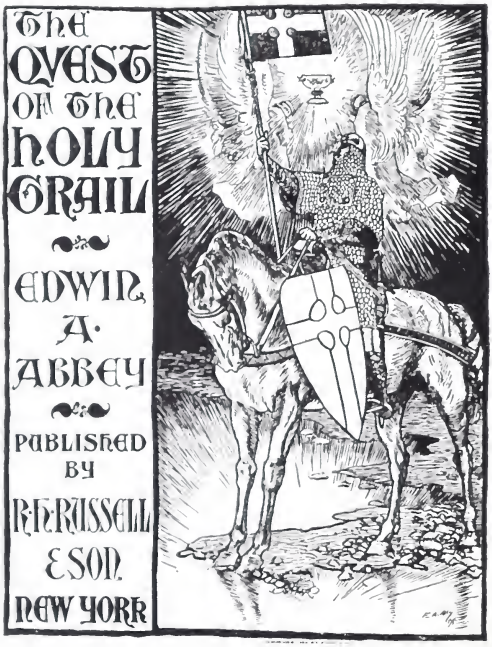
E. A. ABBEY.


THE
QVEST
OF THE
HOLY
GRAIL
EDWIN
A·
ABBEY
PUBLISHED
BY
R·H·RVSSELL
& SON
NEW YORK

E. A. ABBEY.

AUBREY BEARDSLEY.

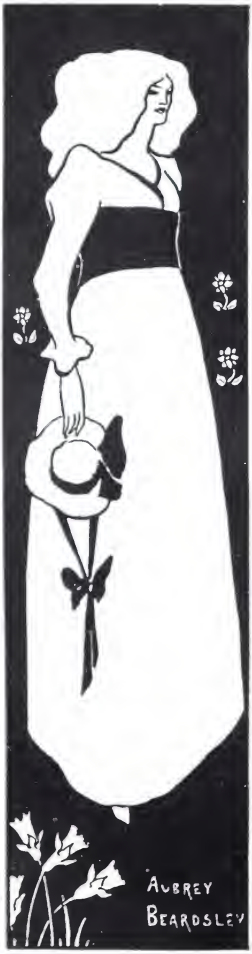
SKETCHED BY HIMSELF.

AUBREY BEARDSLEY.

FISHER UNWIN'S POSTER.

AVENUE THEATRE
Northumberland Avenue, Charing Cross, W.C.
Manager - Mr. C. T. H. HELMSLEY
ON THURSDAY, March 29th, 1894.
And every Evening at 8.30.
A New and Original Comedy, in Four Acts, entitled
A COMEDY OF SIGHS!
By JOHN TODHUNTER.
Sir Geoffrey Brandon, Bart. - Mr. BERNARD GOULD
Major Chillingworth - - Mr. YORKE STEPHENS
Rev. Horace Greenwell - - Mr. JAMES WELCH
Williams - - - - Mr. LABODOM
Lady Brandon (Carmen) - - Miss FLORENCE FARR
Mrs Chillingworth - - Miss VANE FEATHERSTON
Lucy Vernon - - - - Miss ERID ERLE
Scene - THE DRAWING-ROOM AT SOUTHWOOD MANOR
Time—THE PRESENT DAY—Louis Angevin.
ACT I. - - - - AFTER BREAKFAST
ACT II. - - - - AFTER LUNCH
ACT III. - - - BEFORE DINNER
ACT IV. - - - - AFTER DINNER
Preceded at Eight o'clock by
A New and Original Play, in One Act, entitled
The LAND OF HEART'S DESIRE
By W. B. YEATS.
MR. JAS. WELCH Mr. A. E. W. MASON & Mr. O. R. FOSS; Miss WINIFRED FRASER, Miss CHARLOTTE MORLAND, & Miss DOROTHY PAGET.
Stage Manager - - - - - Mr. O. R. FOSS
PRICES :-Private Boxes, £1 1s to £4 4s. Stalls, 10s 6d.
Balcony Stalls, 7s. Dress Circle, 5s Upper Circle (Semi), 3s.
Pit, 2s. 6d. Gallery, 1s.
NO FEES. NO FEES. NO FEES.

AUBREY BEARDSLEY.



AUBREY BEARDSLEY.

JOHN LANE'S YELLOW BOOK POSTER.

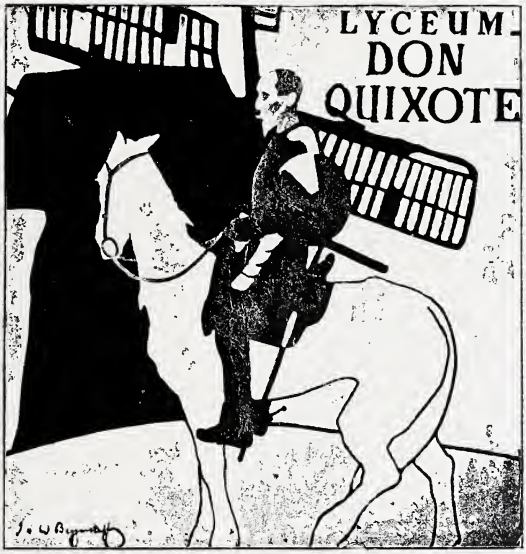
AUBREY BEARDSLEY.

AUBREY BEARDSLEY.

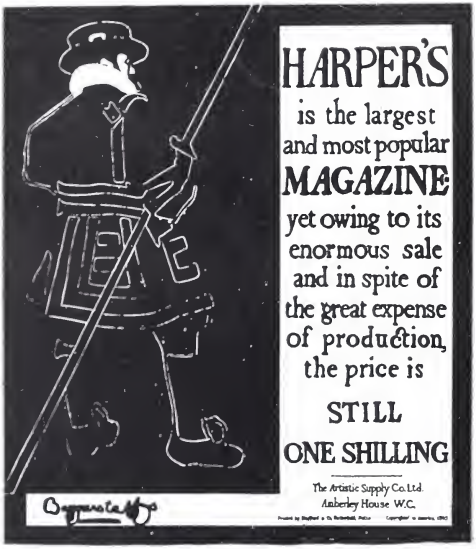
AUBREY BEARDSLEY.

THE BEGGARSTAFF BROTHERS

SKETCHED BY PHIL MAY.



BEGGARSTAFF BROTHERS.



BEGGARSTAFF BROTHERS.

BINNER ENGRAVING COMPANY.

BINNER ENGRAVING COMPANY.

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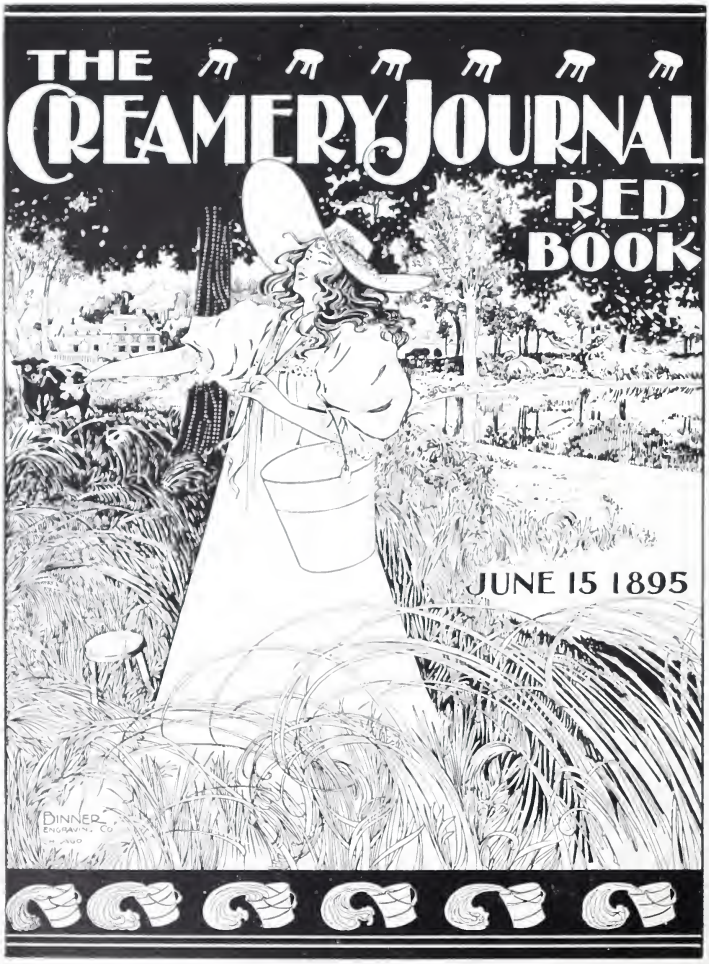

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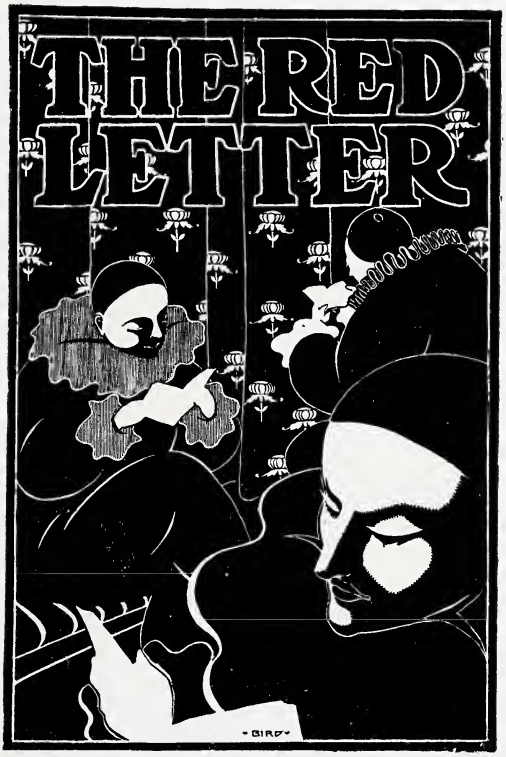

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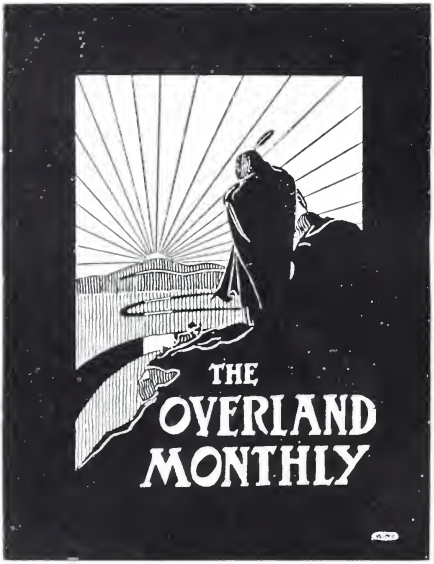

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July
1896
The Inland Printer Co
Chicago & New York

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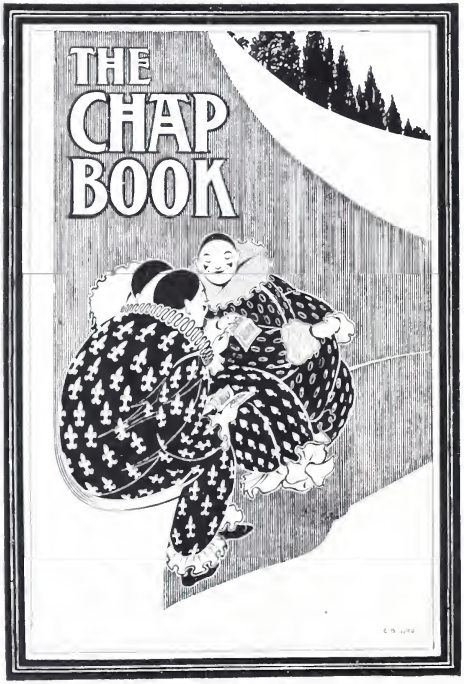

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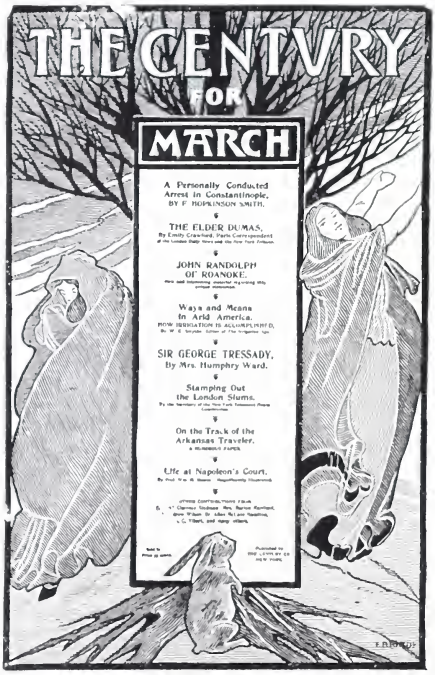
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THE ELDER DUMAS.
JOHN RANDOLPH OF ROANOKE.
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SIR GEORGE TRESSADY, By Mrs. Humphry Ward.
Stamping Out the London Slums.
On the Track of the Arkansas Traveler.
Life at Napoleon's Court.

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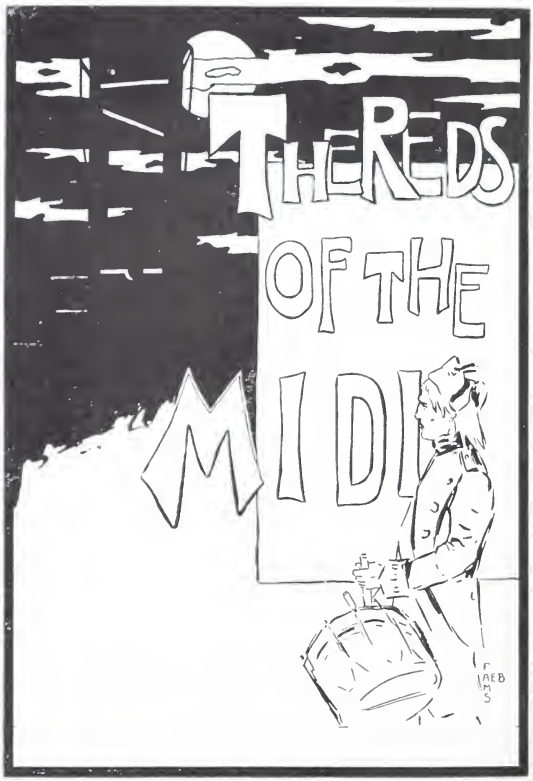

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Cape of Storms

By Percival Pollard

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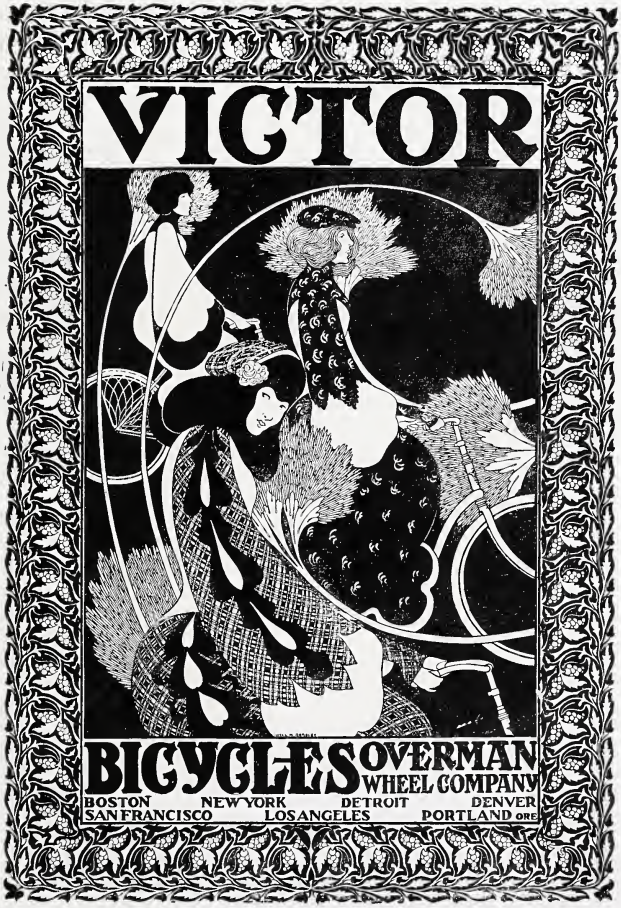

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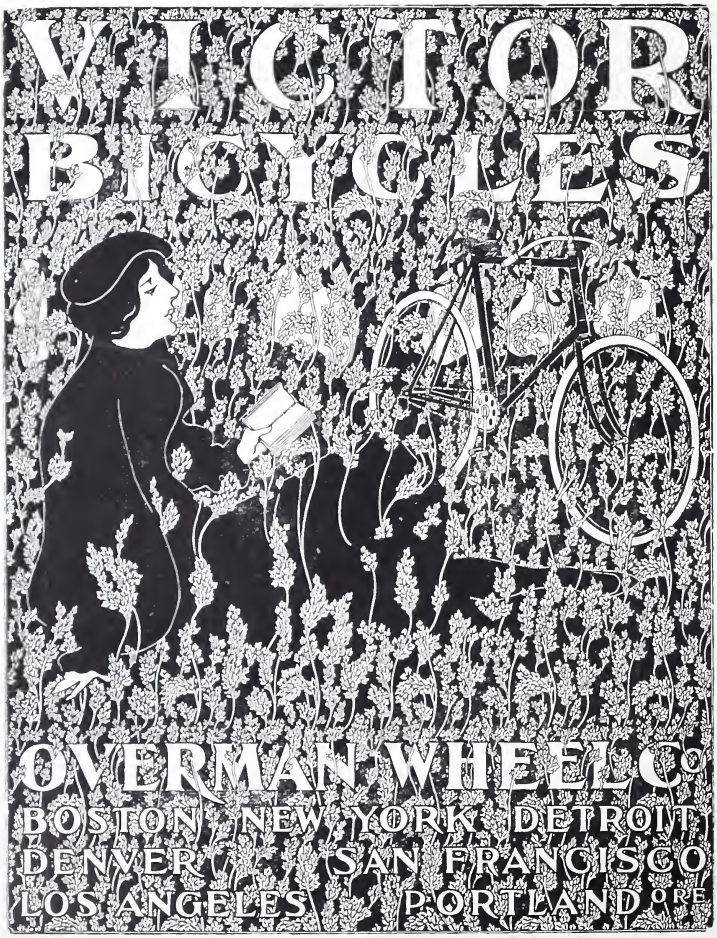

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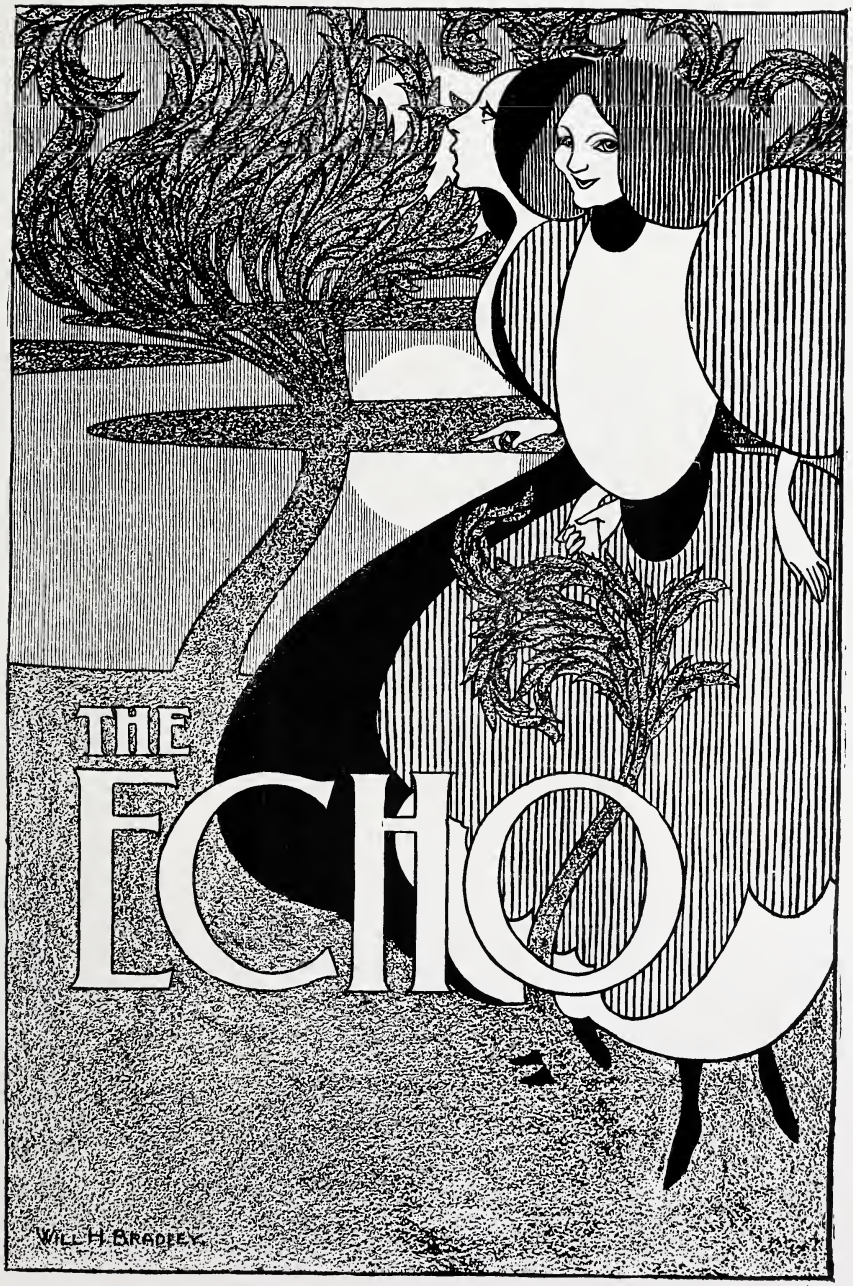

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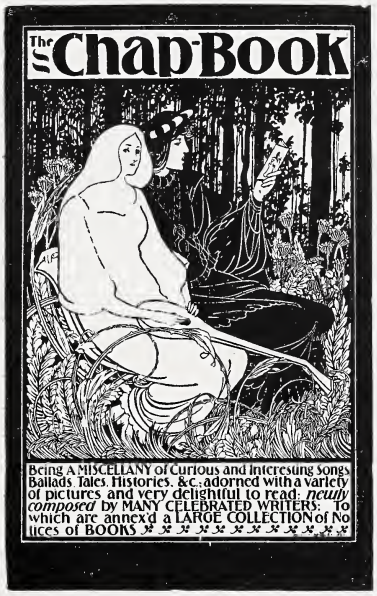
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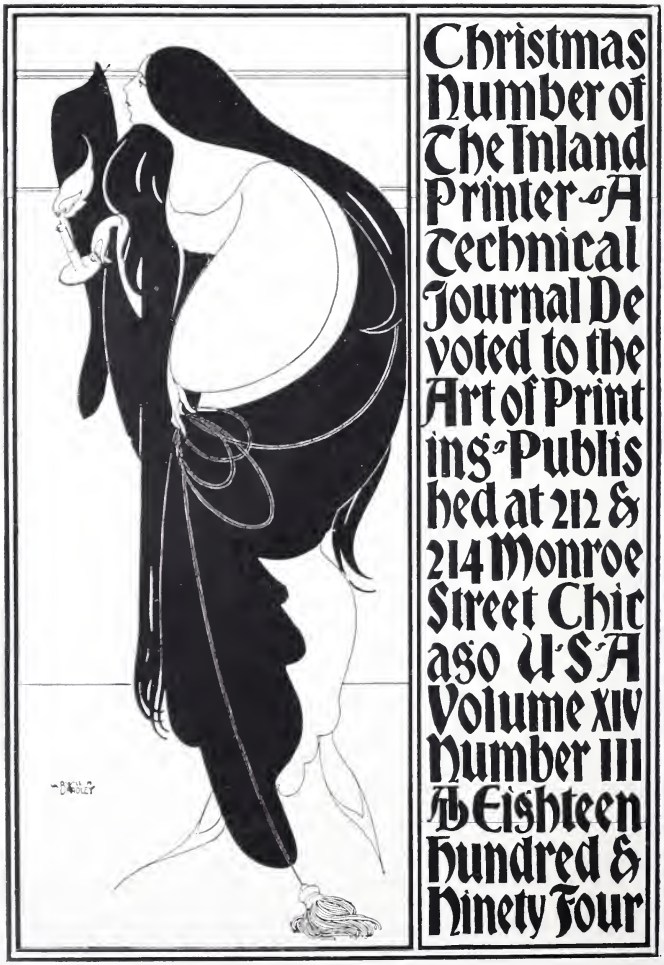

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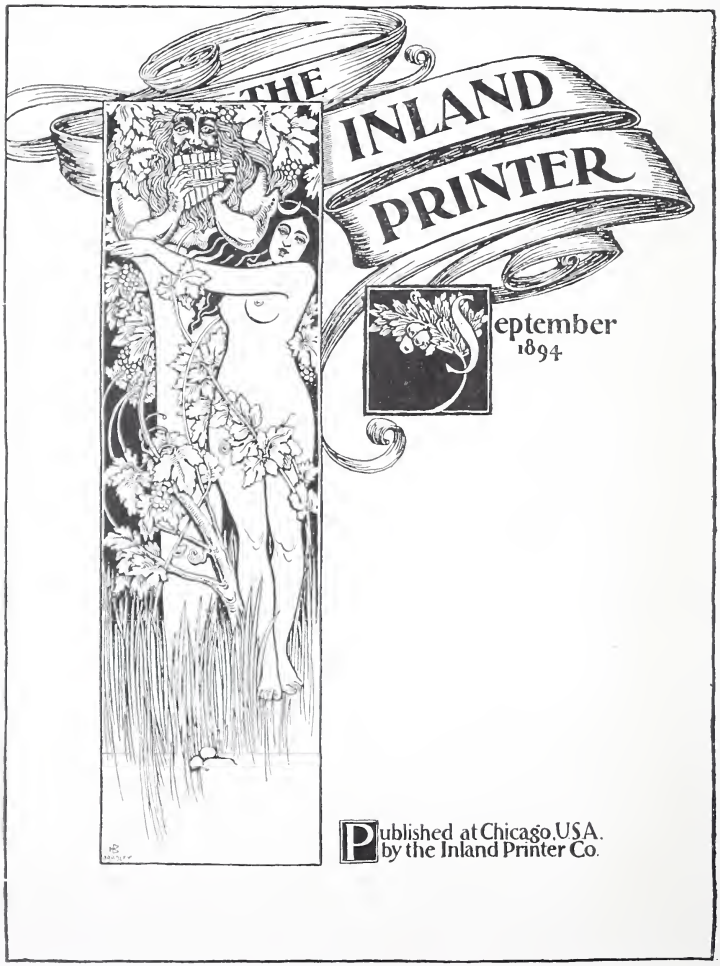

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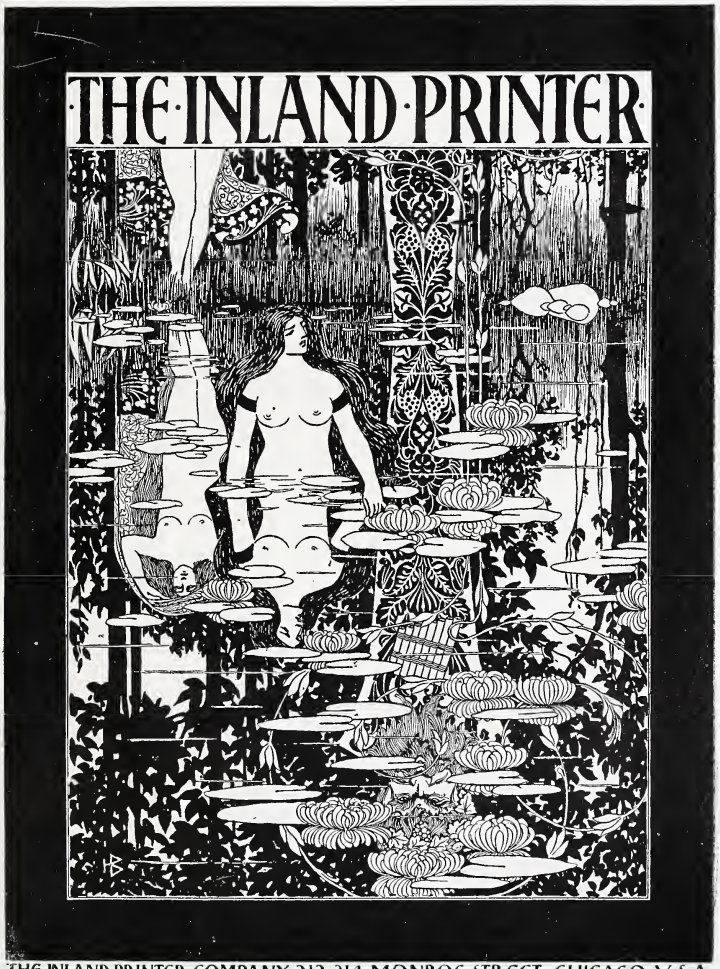

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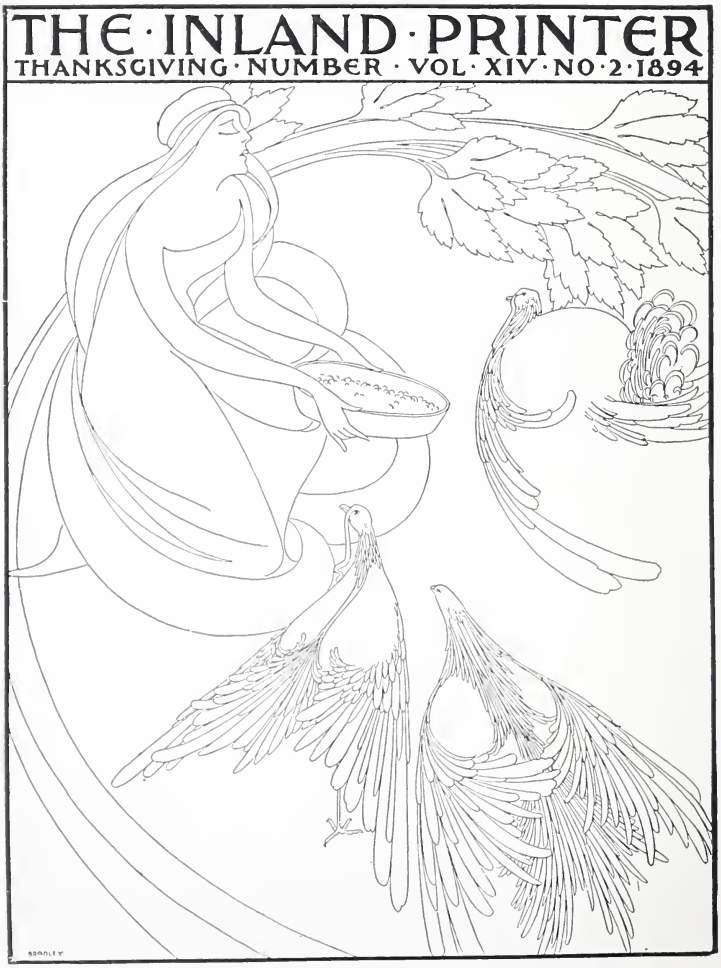

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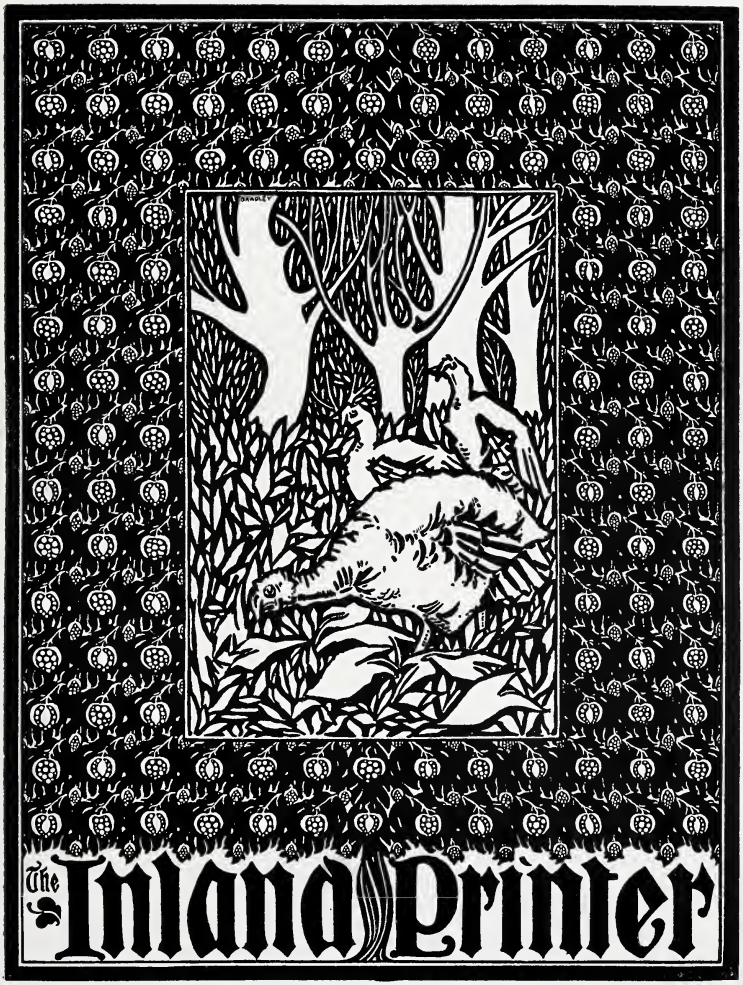

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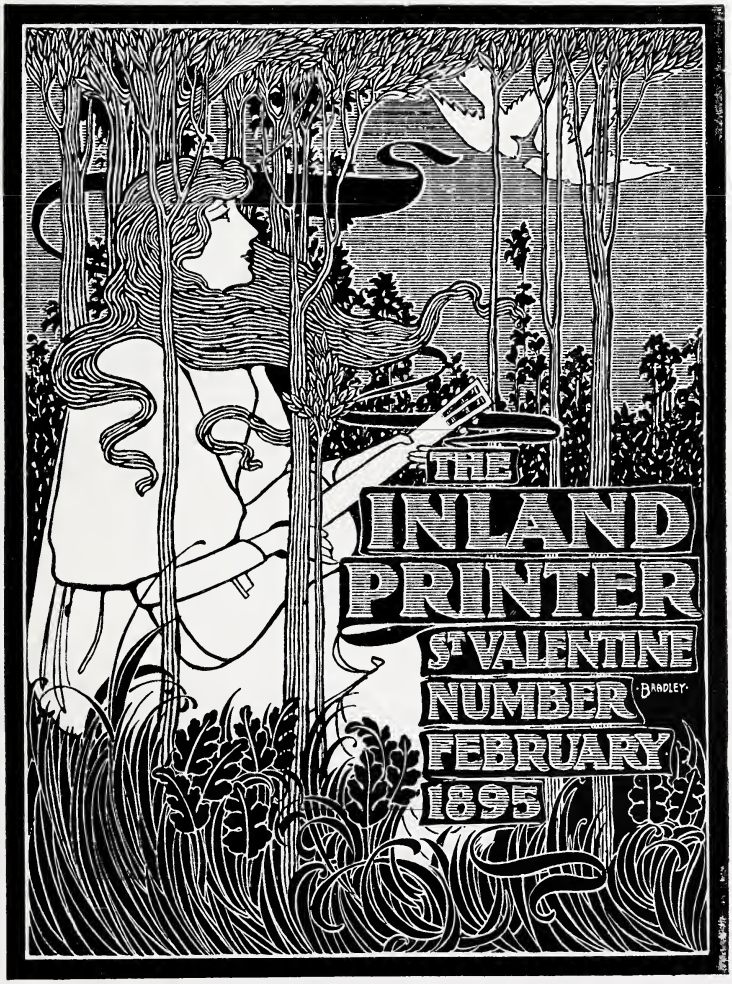

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A CATALOGVE

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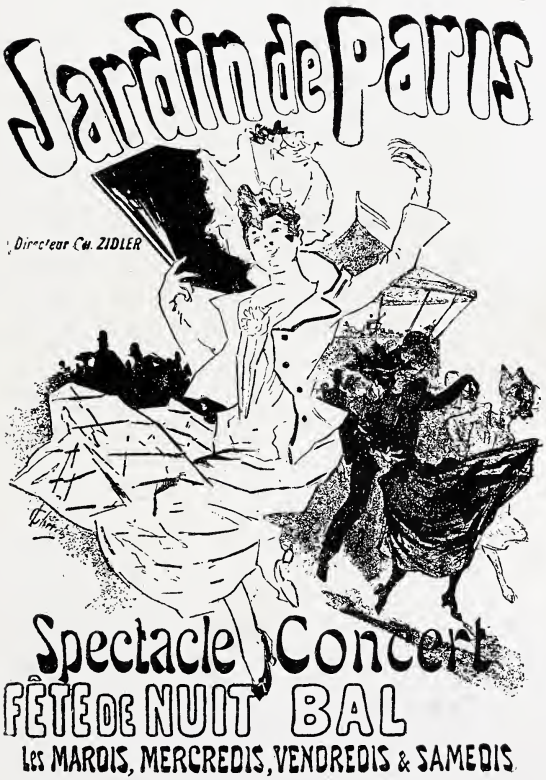
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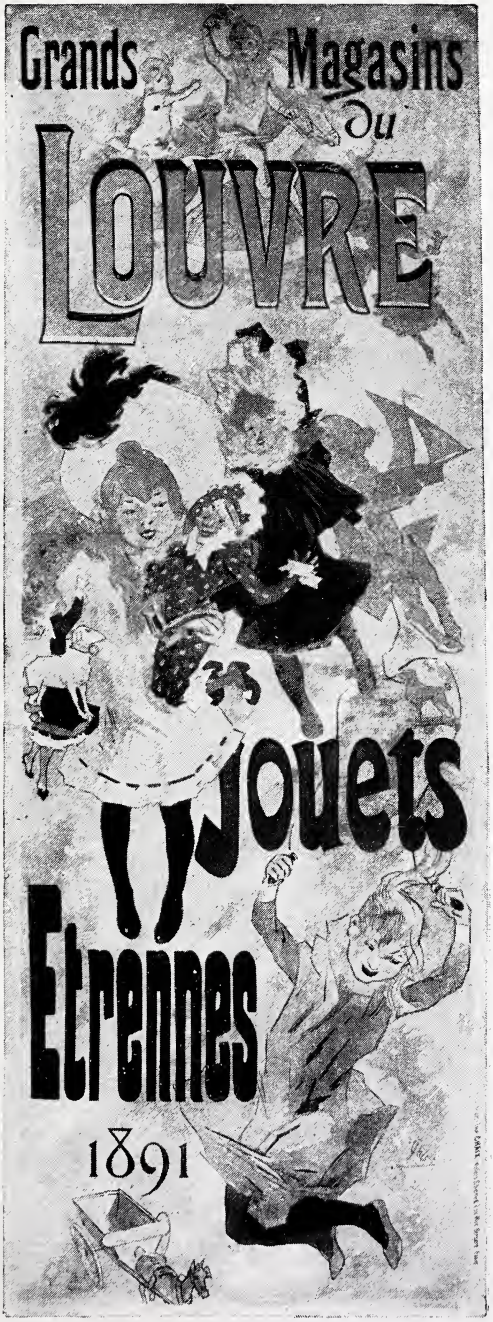

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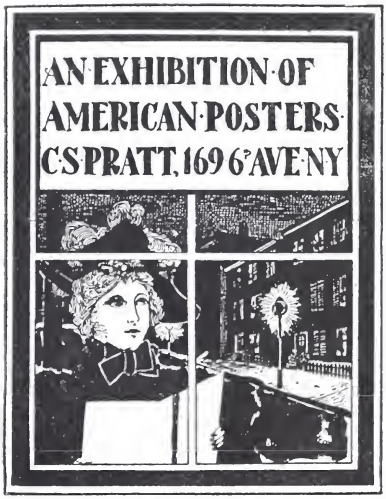

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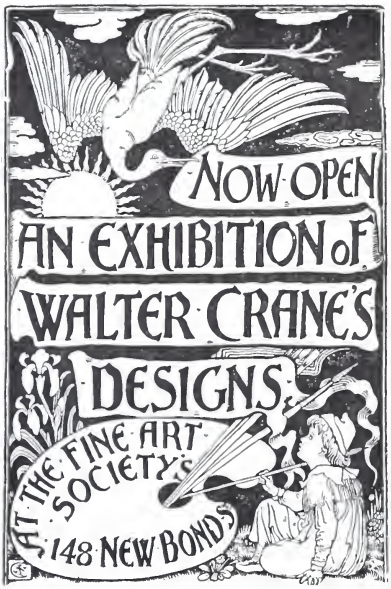

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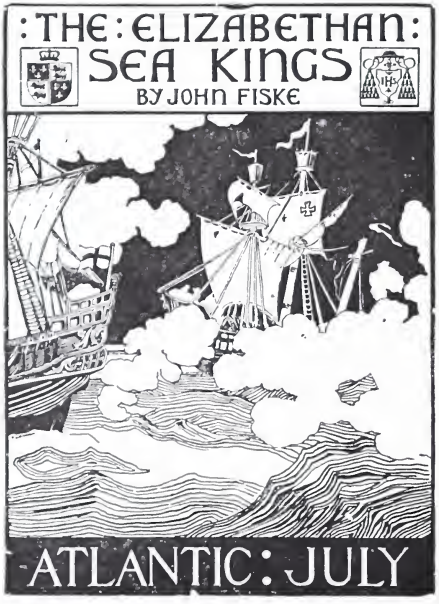

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O. GIANNINI.

C. D. GIBSON.

C. D. GIBSON.

SKETCH FOR A POSTER.

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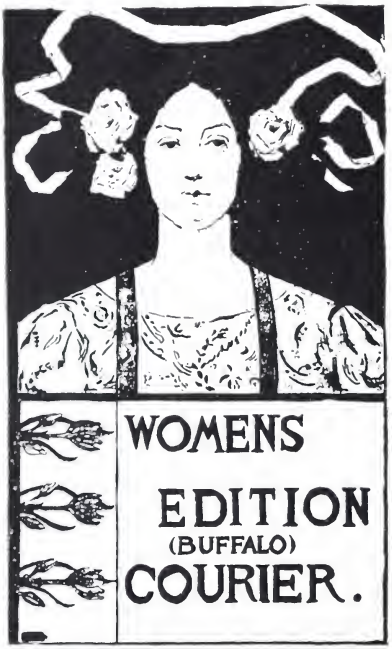

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LIPPINCOTT'S
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FROM CLIFF TO CLIMAX
WITH CAMERA AND PENCIL
SHORTER STORIES
SERIALS AND NOVELETTES
J. J. GOULD JR.
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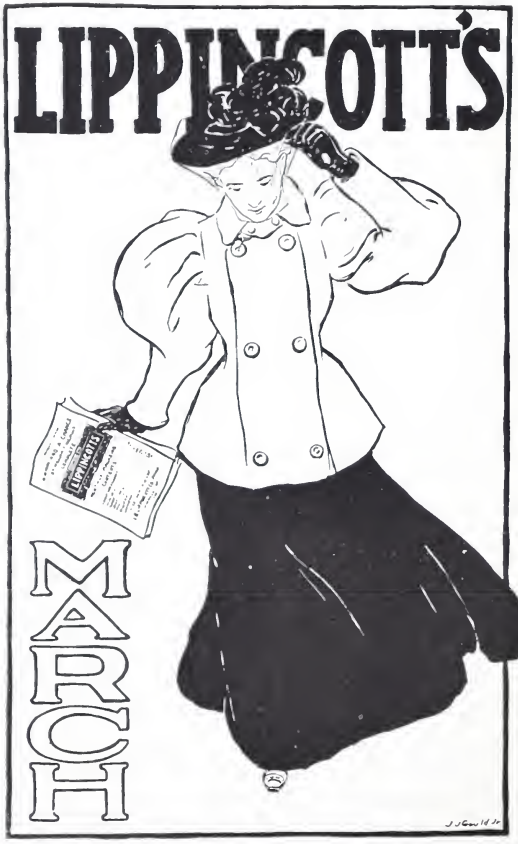

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LIBRE LE DIMANCHE
EXPOSITION E. GRASSET

EUGENE GRASSET.

MAURICE GREIFFENHAGEN.

DUDLEY HARDY.

DUDLEY HARDY.

DUDLEY HARDY.

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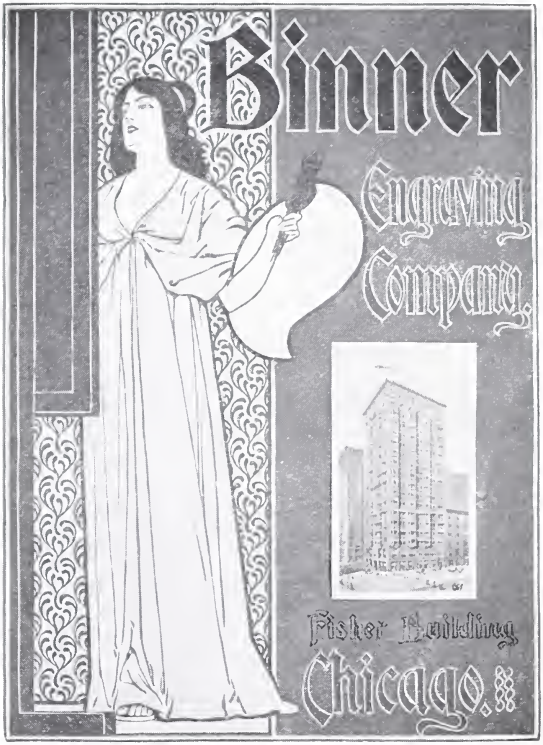
DUDLEY HARDY.

DUDLEY HARDY.

E. HASKELL.

T. T. HEINE.

OLIVER HERFORD.



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GEORGES DARIEN
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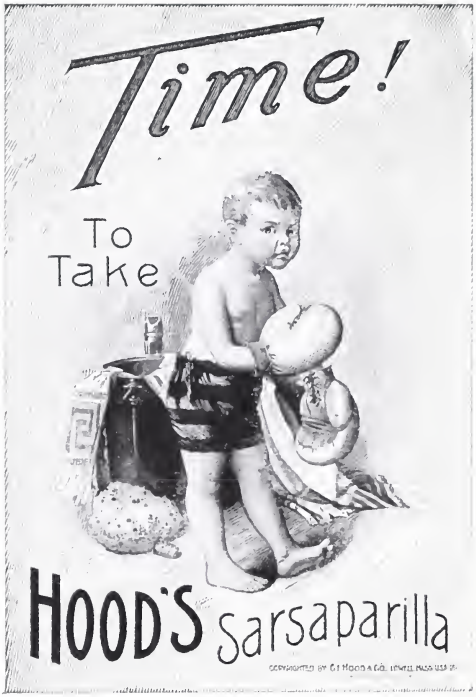
EXPOSITION
31, rue Bonaparte, 31
Entrée
UN FRANC
Jossot

JOSSOT.



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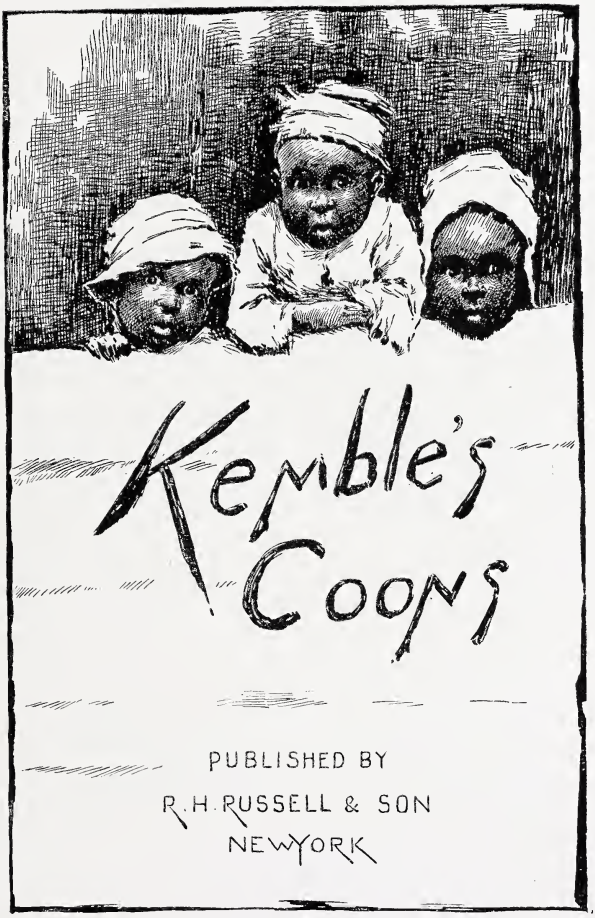

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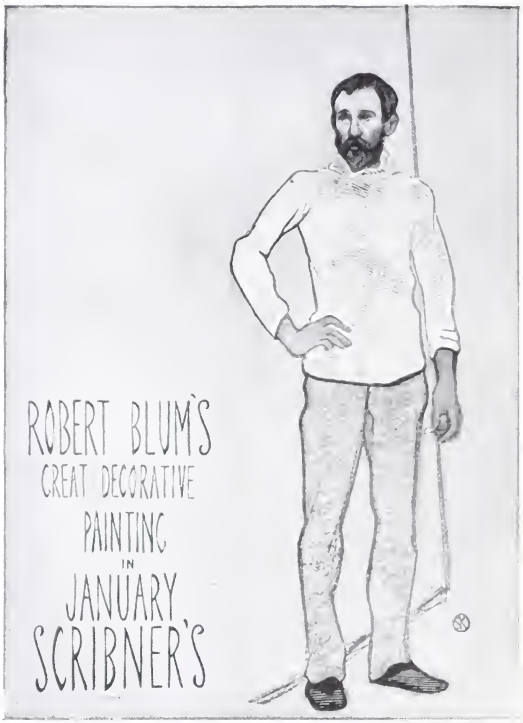

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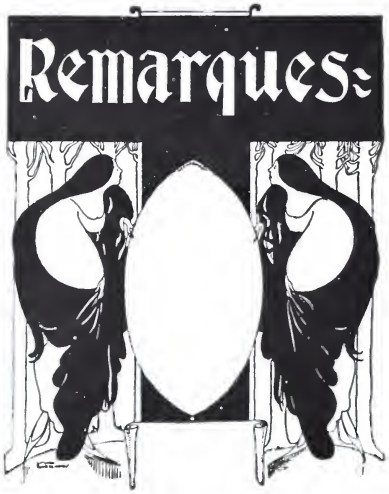

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THE LARK

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FLORENCE LUNDBORG.

THE LARK

NOVEMBER

FLORENCE LUNDBORG.

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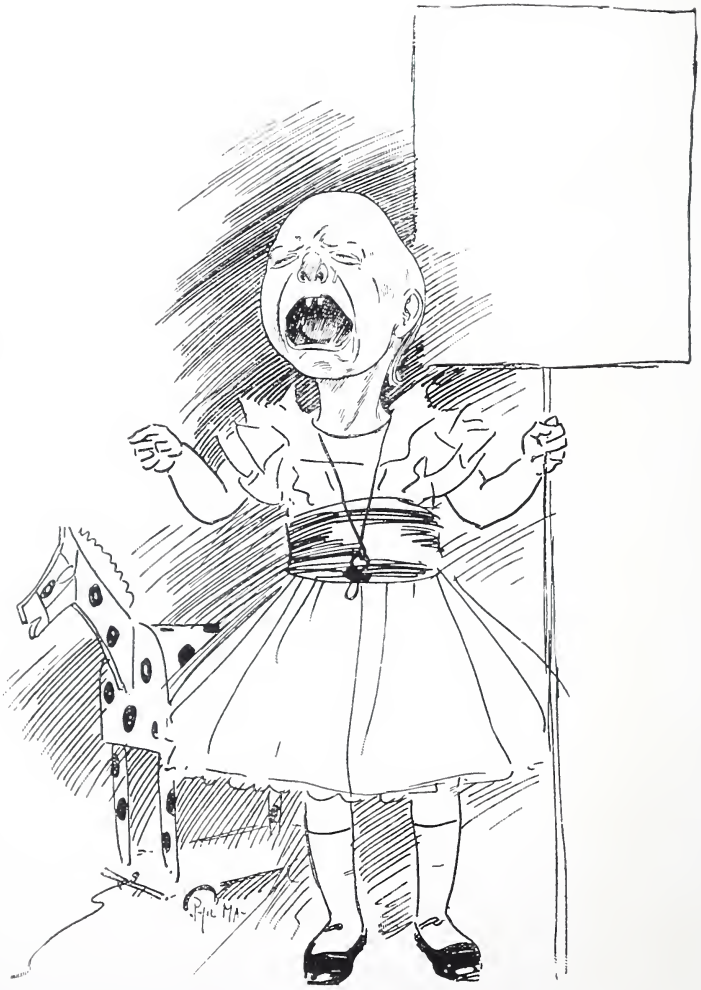

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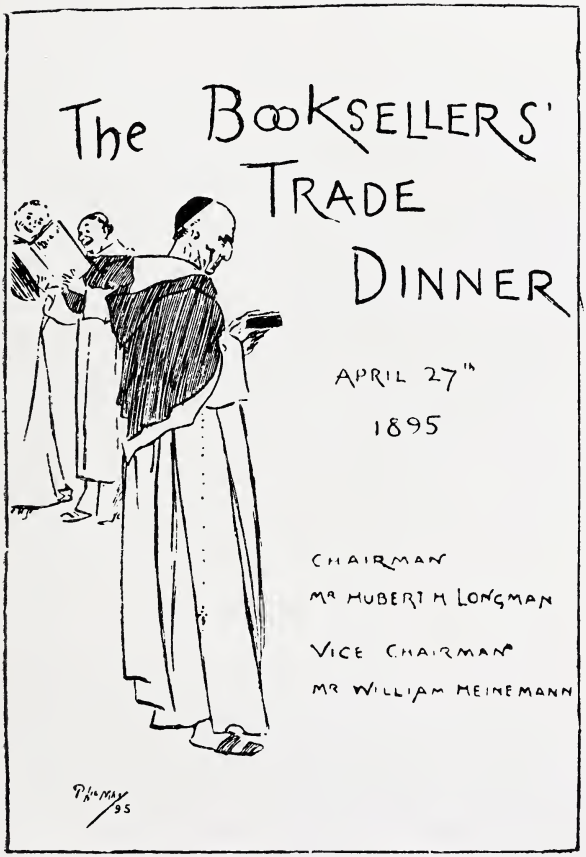
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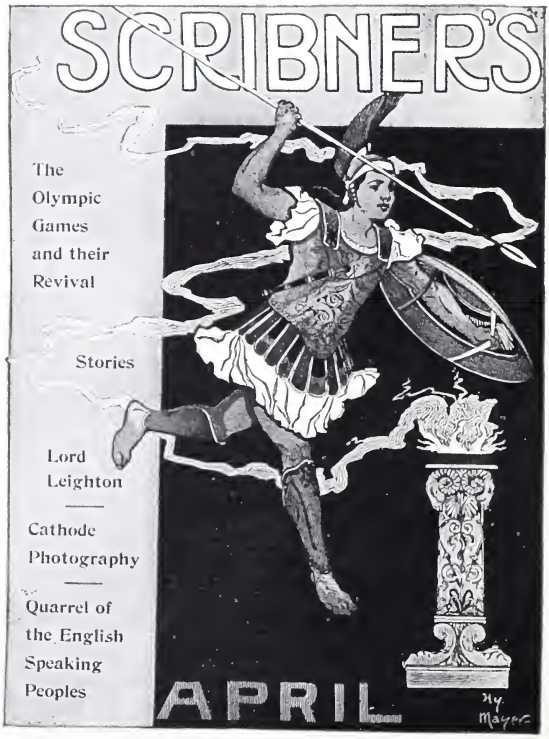
April 27th
1895
Chairman
Mr Hubert H Longman
Vice Chairman
Mr William Heinemann
Phil May '95

PHIL MAY.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The Olympic Games and their Revival
Stories
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Quarrel of the English Speaking Peoples
APRIL
Hy. Mayer

HY. MAYER.

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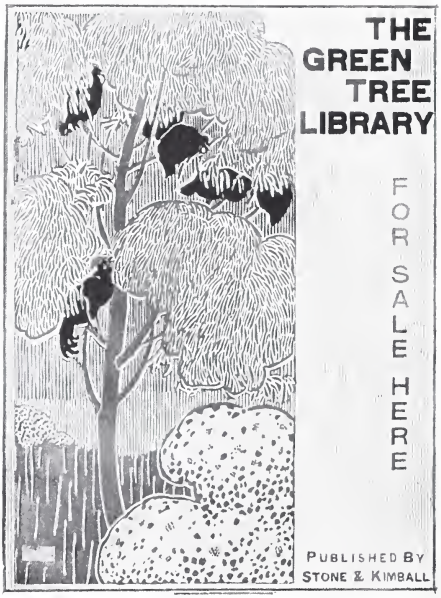

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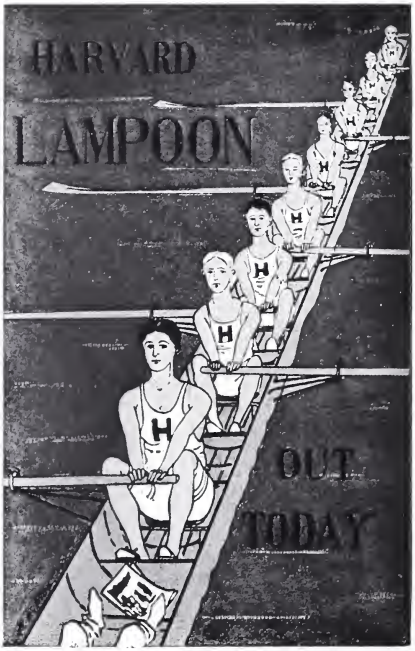
LUCIEN MÉTIVET.



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MUCHA.

MUCHA.

BOUTET DE MONVEL

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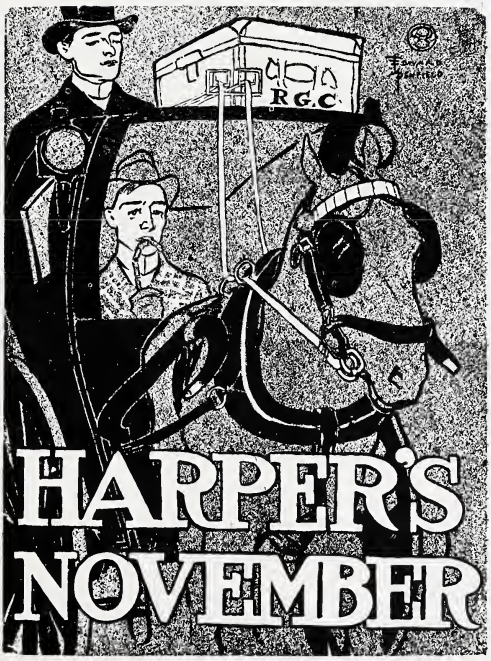

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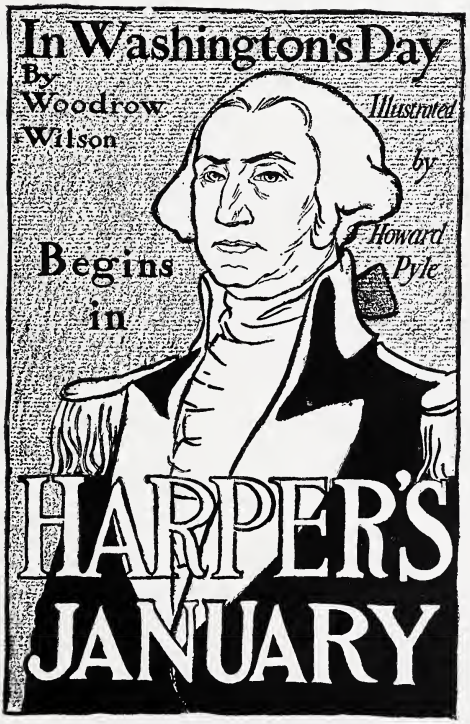

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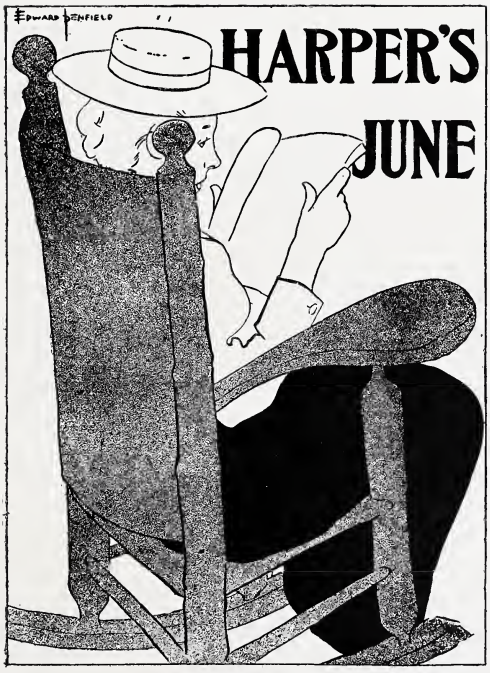

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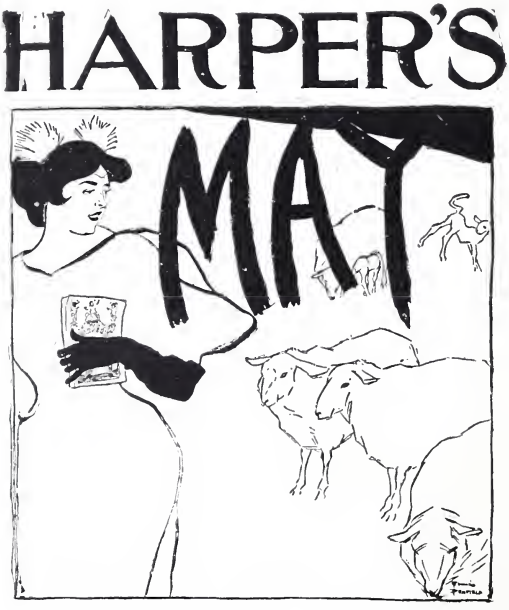

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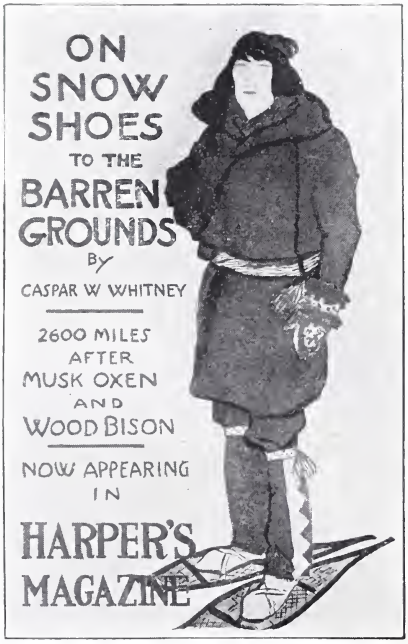

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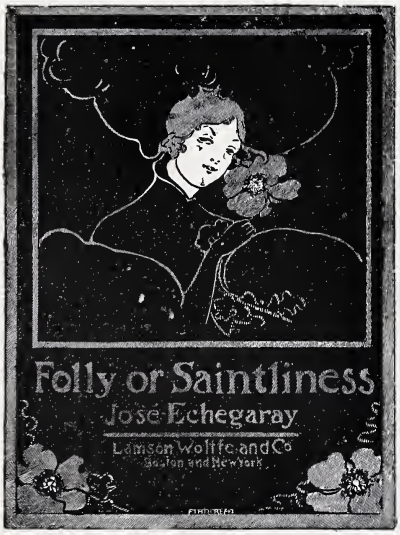
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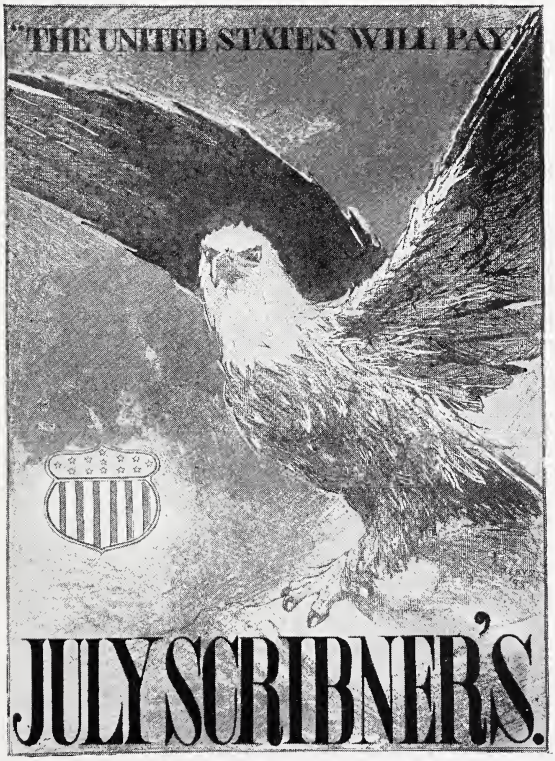

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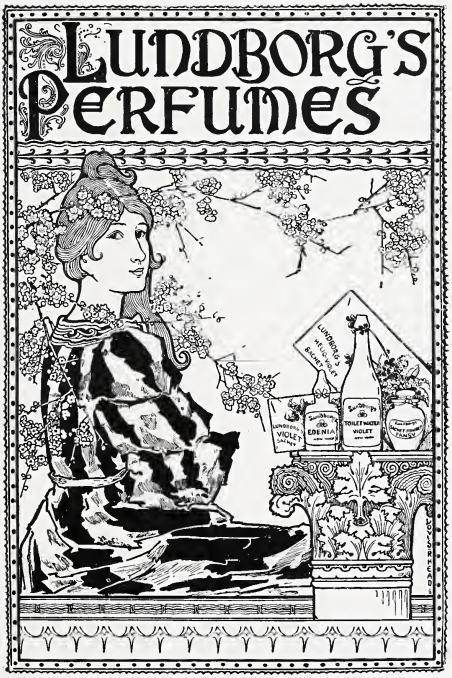

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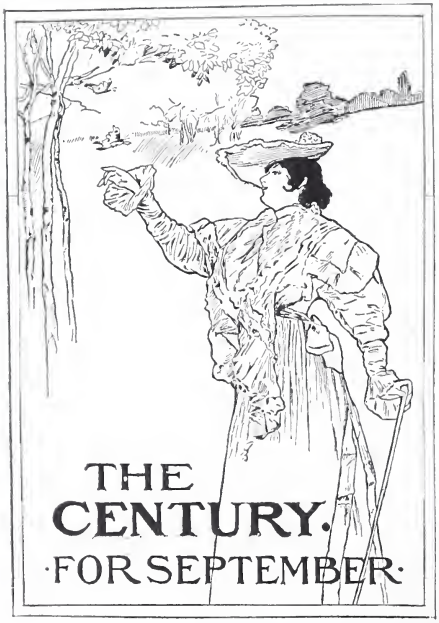

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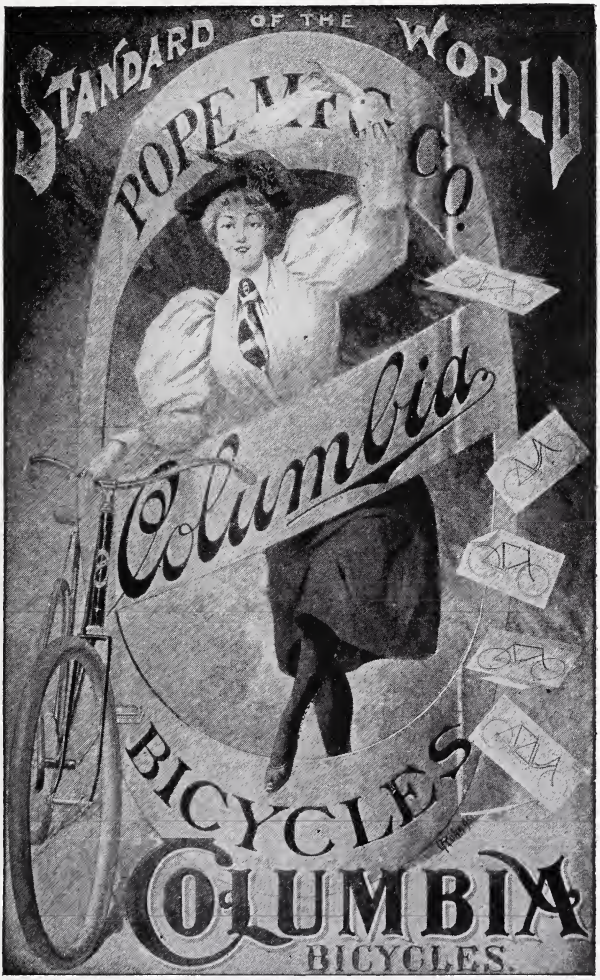
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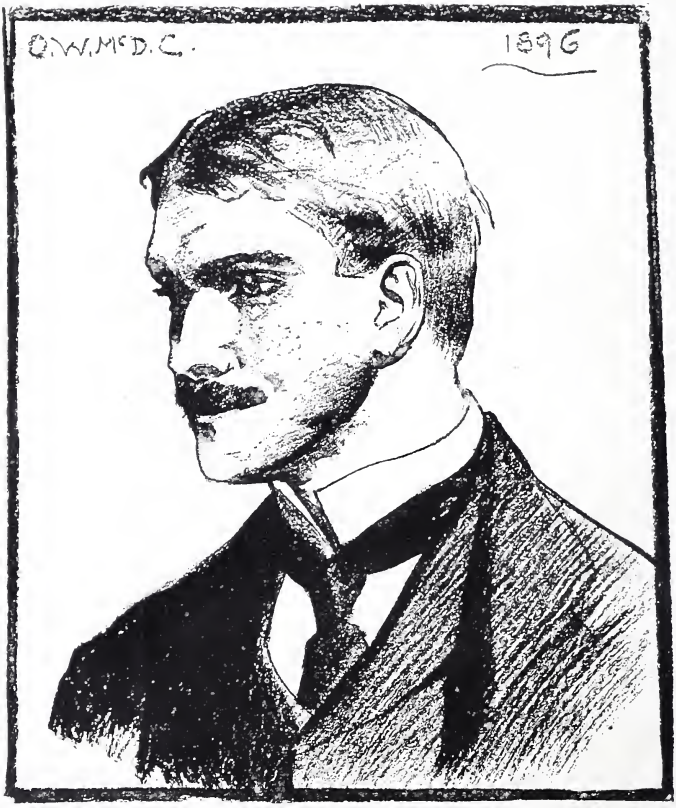

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The Delft Cat.

By Robert Howard Russell.

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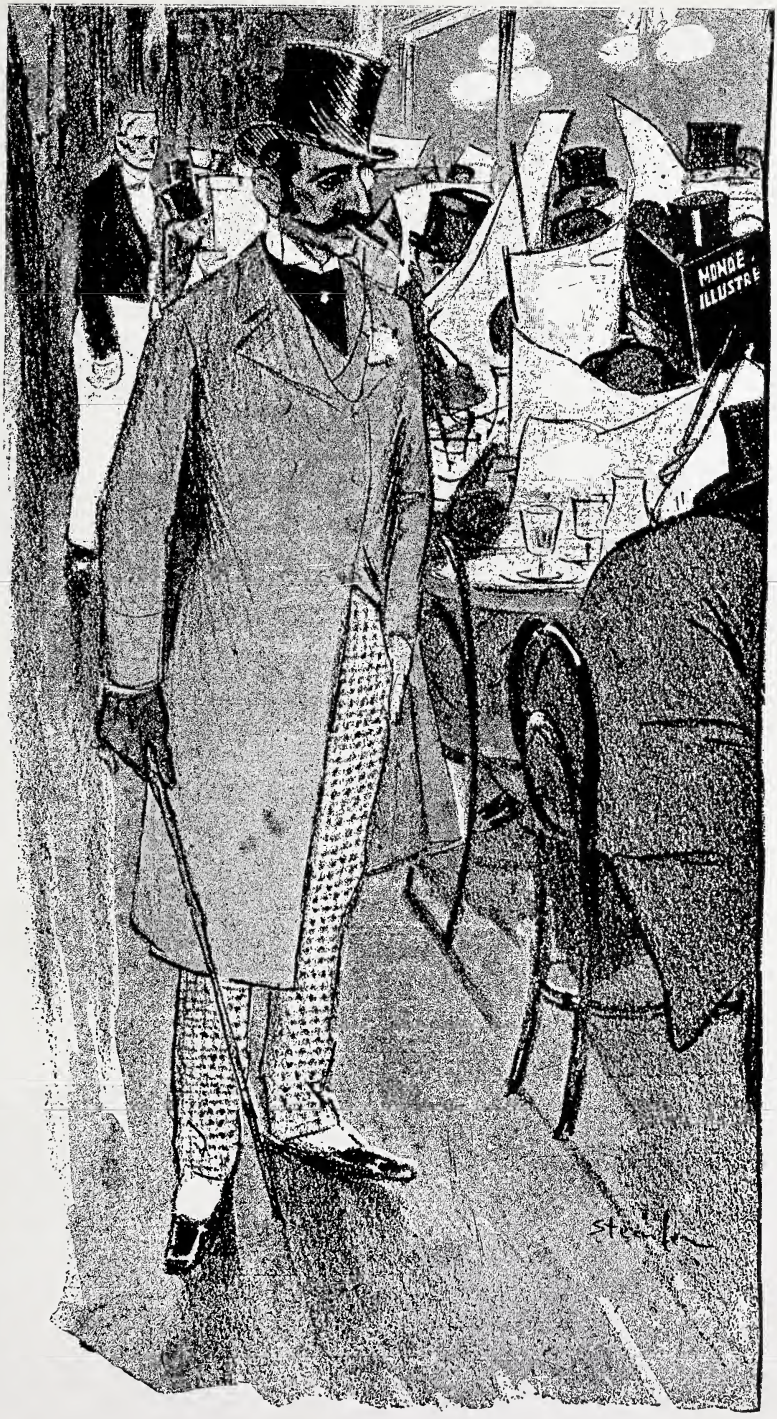

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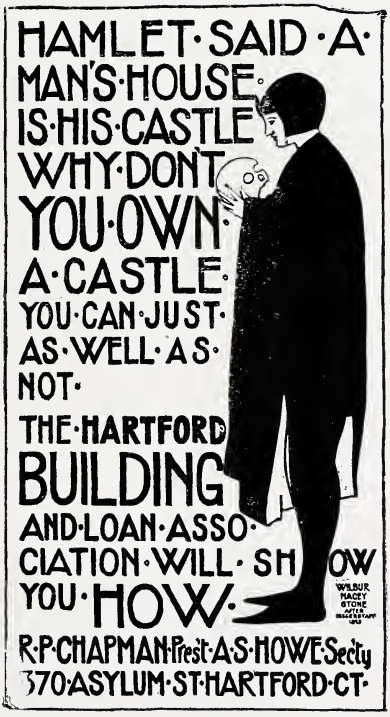

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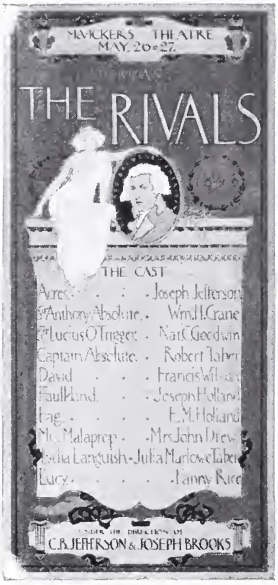
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MAY 20 to 27.
THE RIVALS
THE CAST
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Sir Lucius O'Trigger . Nat C. Goodwin
Captain Absolute . Robert Taber
David . . . Francis Wilson
Faulkland . . Joseph Holland
Fag . . . E. M. Holland
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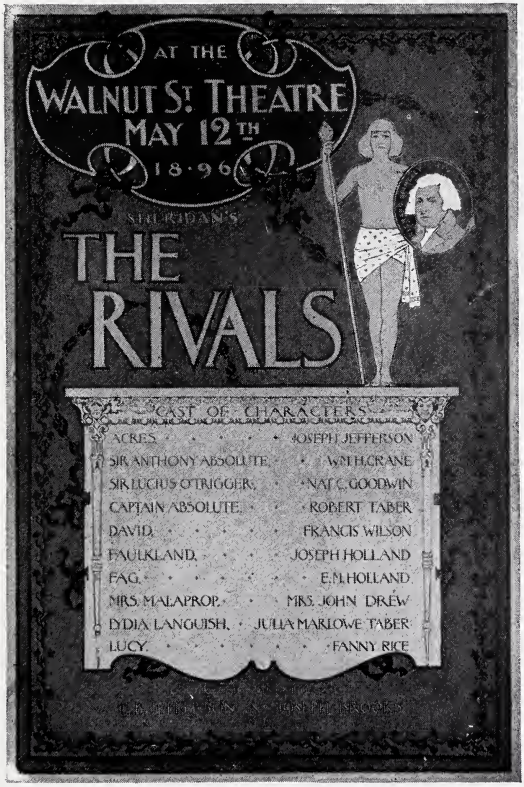
AT THE
WALNUT St. THEATRE
MAY 12th
1896
SHERIDAN'S
THE RIVALS
CAST OF CHARACTERS
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SIR LUCIUS O'TRIGGER . NAT C. GOODWIN
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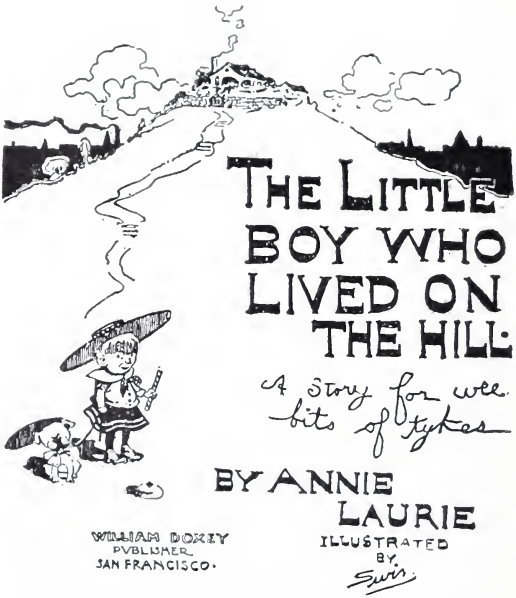
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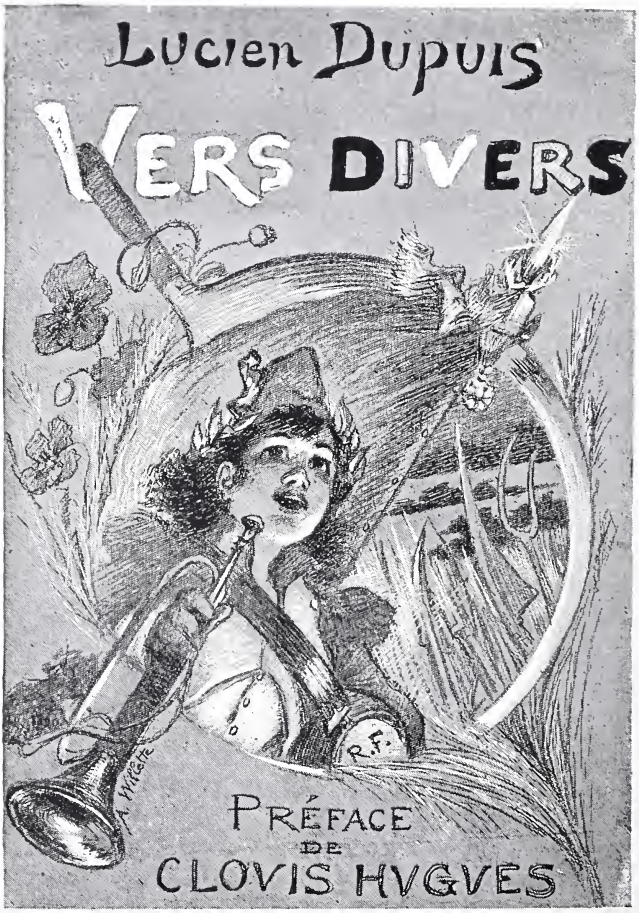

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ADOLPHE WILLETTE.

ADOLPHE WILLETTE.

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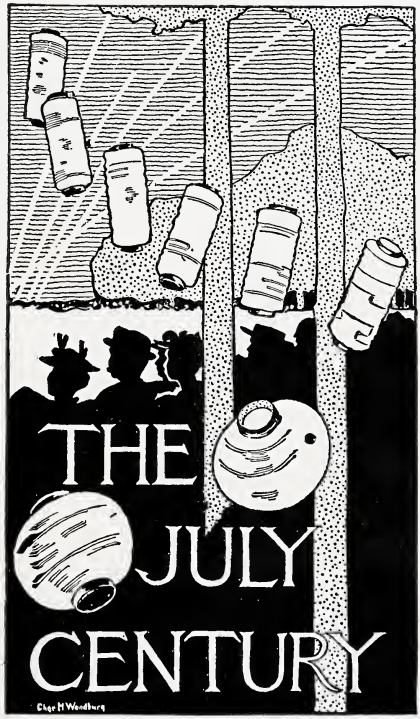

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